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**REMARKS**

Claims 1 and 4-10 are pending in the present application. Claims 1, 5, 6, and 8-10 have been amended to correct typographic errors and/or to further clarify the subject matter recited therein. No new matter is added by the new claim and amendments, which find support throughout the specification and figures. In general, the amendments find support in the specification at page 34, line 7 to page 37, line 21, and figure 12, and specifically at page 36, lines 7-9 and lines 15-20. In view of the amendments and the following remarks, favorable reconsideration of this application is respectfully requested.

Applicants gratefully acknowledge the Examiner's input during the telephonic interview with Applicants' representative on May 8, 2006, during which the claims and prior art were discussed.

Applicants respectfully note that the Examiner's acknowledgement of the claim for priority in the Office Action of October 22, 2004 does not include acknowledgment of the receipt of the certified priority documents in the present application, which were submitted on October 30, 2001. Applicants respectfully request that the Examiner *acknowledge receipt of the certified priority documents* in the next communication to the Applicants.

Claims 1 and 4-10 are rejected under 35 U.S.C. 112, second paragraph, for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The Examiner asserts that the claims as presented are confusing with respect to the display point degree decreasing and the point degree owned increasing when a user selects the advertisement. (Office Action; page 3, lines 16-20). The proposed amendment responds to these rejections by clarifying that the display point degree is decreased for subsequent viewings of the

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advertisement information, and to remove the redundant language. Therefore, it is respectfully requested that the rejections be withdrawn.

Claims 1 and 4-10 are rejected under 35 U.S.C. 102(b) as being anticipated by United States Patent No. U.S. Patent 5,794,210 to Goldhaber (hereinafter referred to as Goldhaber). Applicants respectfully traverse.

Claim 1 is directed to an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network. The system according to claim 1 includes, *inter alia*, display point degree determining means for determining a display point degree to be displayed in combination with the advertisement information based upon the point degree owned by the customer. In the system according to amended claim 1, the rule for determining a display point degree is that while a point degree owned by a customer increases in response to the customer selecting the advertisement, the display point degree decreases for display in combination with a subsequent display of the advertisement information. The amendment to claim 1 recites that *the display point degree does not decrease to zero for a subsequent display of the advertisement information in response to the customer first selecting the advertisement.*

The Examiner's argument with respect to Goldhaber disclosing the features of claim 1 relies on the delay between the selecting by the customer and a subsequent display of the advertisement. As amended, claim 1 recites that the display point degree *does not decrease to zero for subsequent viewings* of the advertisement after a first selection by the customer. Goldhaber apparently discloses a point system that provides zero points for subsequent viewings.

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In the present invention, compensations may be receivable multiple times by a single customer. (See Specification; page 33, line 32, *et. seq.*). That is, the incentive points may be displayed with respect to the same advertisement multiple times. In the present invention, the incentive point degree to be displayed decreases as the incentive point degree owned by a customer increases in response to the customer selecting the advertisement. This system configuration may thereby avoid giving the incentive points in a biased manner, namely to a specific customer who repeatedly clicks the banner advertisement. Therefore, the incentive points may be given to a wider range of customers.

Therefore, it is apparent that the point degree displayed is reduced upon each selection by a user, as the user's point degree concurrently increases. Additionally, this *displayed amount does not decrease to zero upon the first selection* of the advertisement by the user.

Goldhaber does not disclose or suggest such a rule. Goldhaber apparently discloses that if a consumer interaction is adequate, then "this particular [account is inactivated] (to prevent the consumer from receiving additional compensation by merely successively repeating the same process for the same ad) ...." (Goldhaber; col. 17, lines 49-52). Clearly, Goldhaber teaches that compensation is received *only once* for the same advertisement.

In contrast, claim 1 specifically recites that the display point degree does not decrease to zero for a subsequent display of the advertisement information in response to the customer first selecting the advertisement. In the present invention as now claimed, compensation may be received *multiple times for the same ad*. Thus, the present invention is distinguishable from cited reference and accordingly the Examiner is respectfully requested to withdraw the rejection.

Claims 4 and 7 depend from claim 1 and are therefore allowable for at least the same reasons as claim 1 is allowable.

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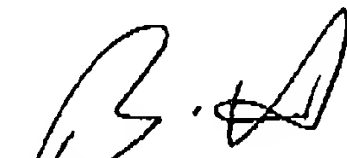
Claims 5 and 8-10 include features similar to those discussed above in regard to claim 1, and therefore these claims are allowable for at least the same reasons as claim 1 is allowable.

Claim 6 depends from claim 5 and is therefore allowable for at least the same reasons as claim 5 is allowable.

**CONCLUSION**

However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action. Any fee due with this paper may be charged on Deposit Account 50-1290.

Respectfully submitted,



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